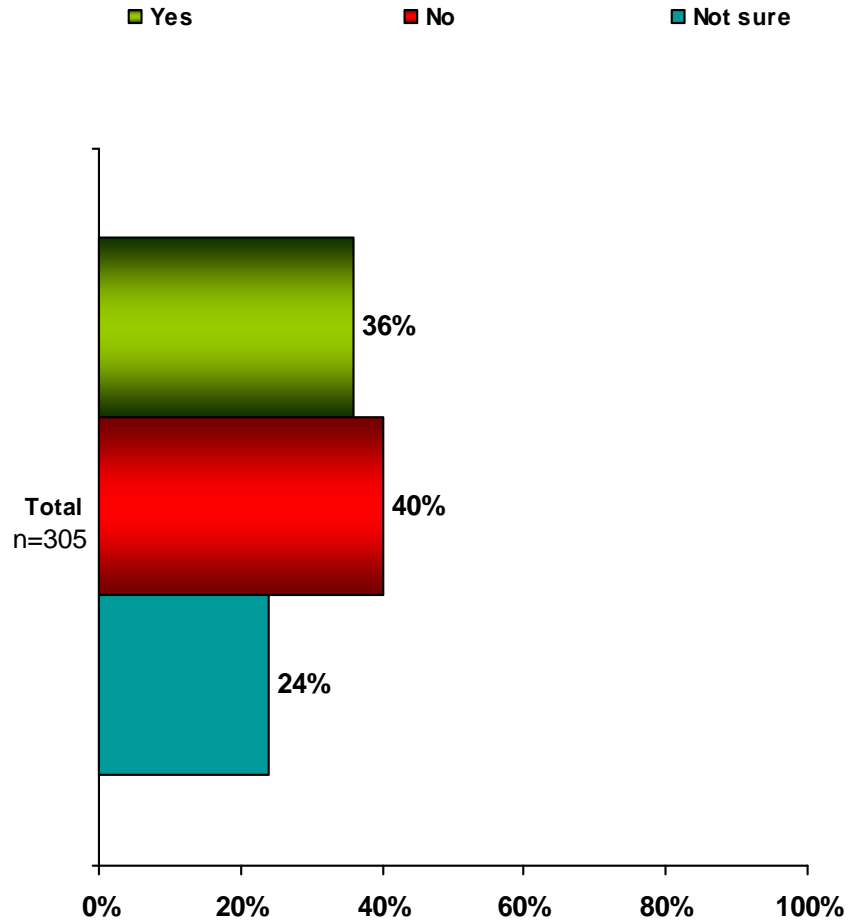


“Have you seen any of Sprint’s new Palm Pre ads?”

BEFORE Video



Percentages may not equal 100 due to rounding

“Which of the following actions are you likely to perform in the next 3 months?
Please check all that apply.”

BEFORE Viewing Ad

	Total (n=305)
Purchase a Sprint phone or device	9%
Watch a Sprint advertisement/commercial	49%
Sign up for Sprint's phone service (if it isn't already)	3%
Search for more information on sprint	29%
Visit Sprint's web site	27%
None of the above	34%

AFTER Viewing Ad

	Total (n=305)
Purchase a Sprint phone or device	9%
Watch a Sprint advertisement/commercial	46%
Sign up for Sprint's phone service (if it isn't already)	5%
Search for more information on sprint	30%
Visit Sprint's web site	33%
None of the above	32%

**“Which of the following emotions did you feel while viewing the video?
Please check all that apply.”**

After Viewing Ad

	Total (n=305)
Anger	1%
Inspiration	34%
Sadness	3%
Skepticism	21%
Confusion	18%
Disturbing	11%
Embarrassment	3%
Pride	8%
Happiness	35%

**“Which of the following emotions did you feel the most while viewing the video?
Please check all that apply.”**

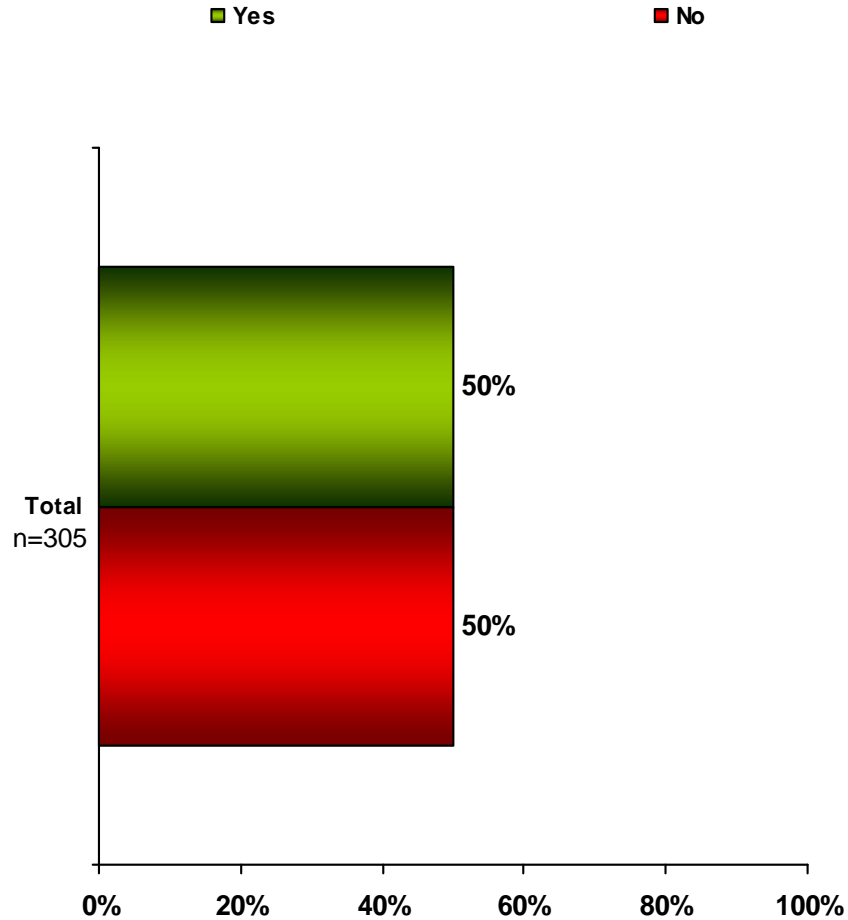
After Viewing Ad

	Total (n=305)
Anger	0%
Inspiration	26%
Sadness	2%
Skepticism	18%
Confusion	16%
Disturbing	9%
Embarrassment	2%
Pride	3%
Happiness	25%

Percentages may not equal 100 due to rounding

“Is there anything in particular about this video that you like?”

AFTER Video

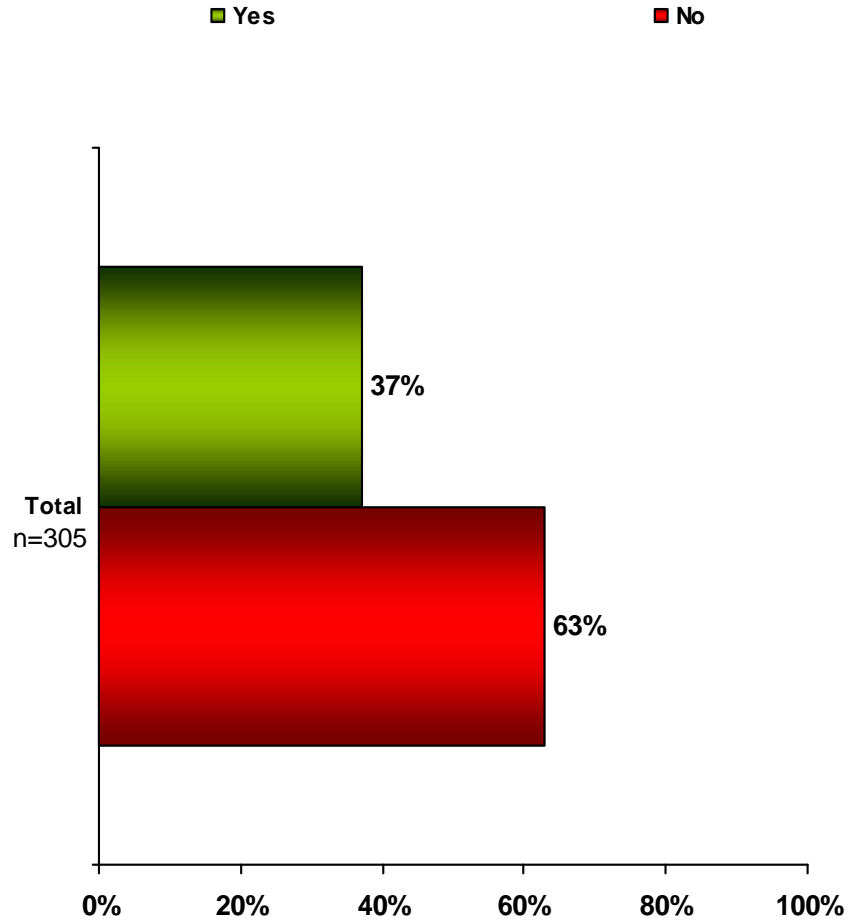


Total
n=305

0% 20% 40% 60% 80% 100%

“Is there anything in particular about this video that you dislike?”

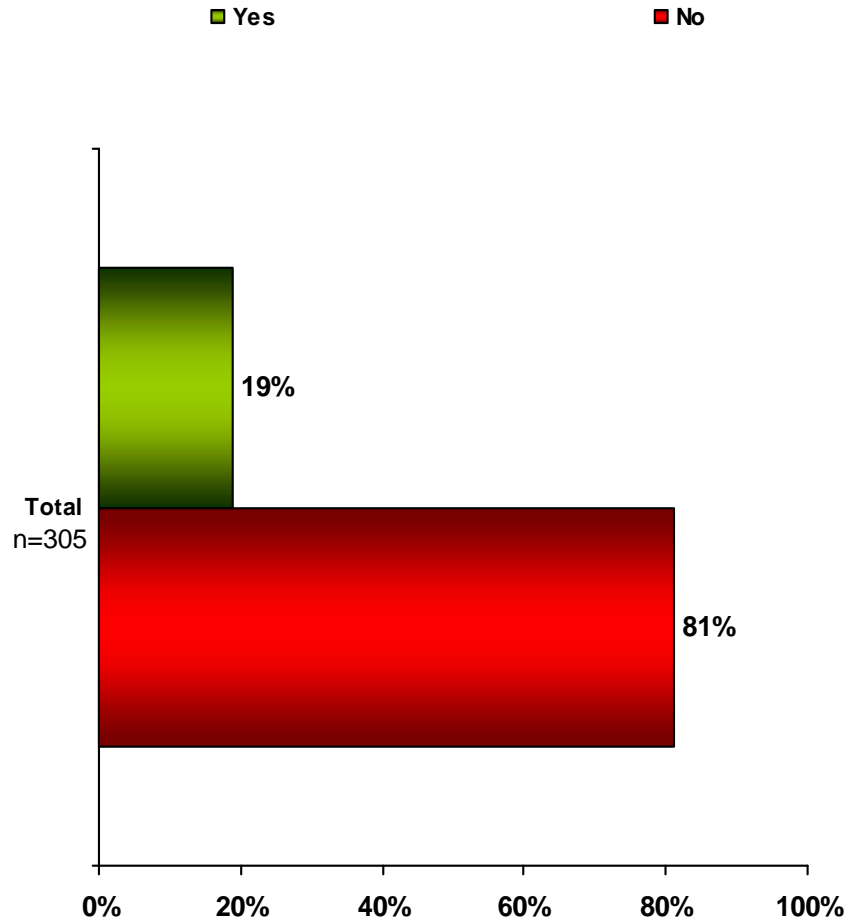
AFTER Video



Percentages may not equal 100 due to rounding

“Is there anything about this video that you find unclear or confusing?”

AFTER Video

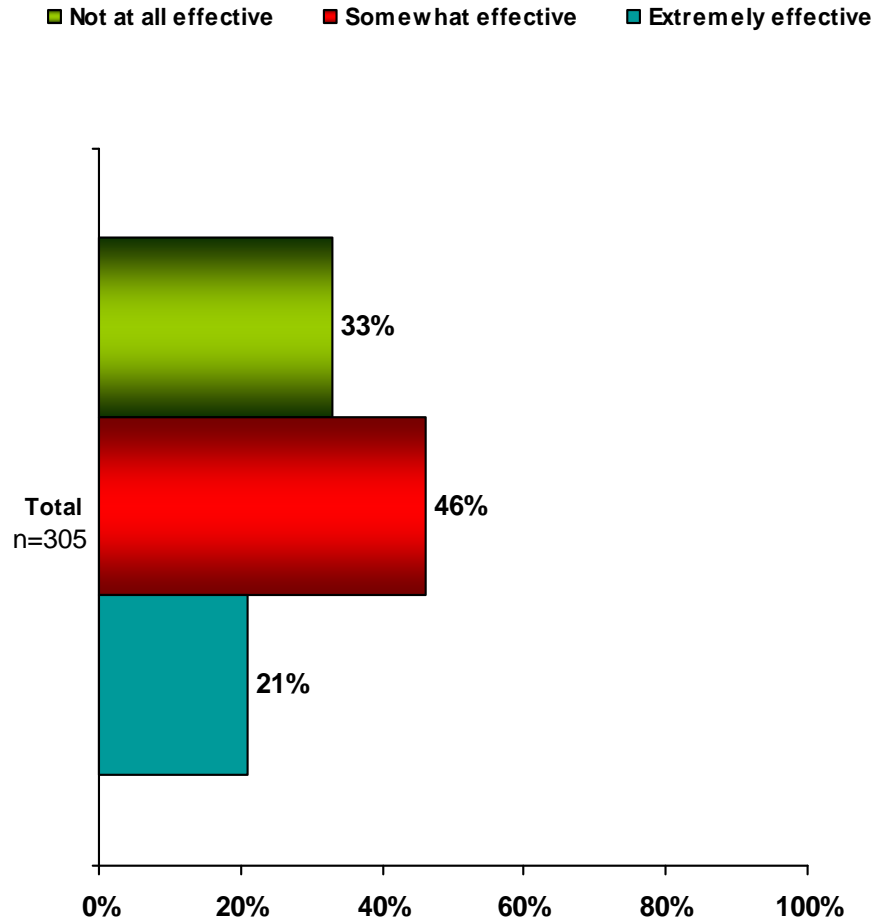


Total
n=305

Percentages may not equal 100 due to rounding

“Please indicate how effective you believe this advertisement was.”

AFTER Video



Percentages may not equal 100 due to rounding